

## Print Advertising material specifications

### Sizes

Paper size (mm): 210 x 297 Advertisement sizes (mm): w x h

Horizontal		Vertical	
1/1 page	210.0 x 297.0	1/2 page	90.0 x 268.0
1/2 page	189.0 x 125.5	1/4 page	90.0 x 125.5
1/3 page	189.0 x 86.0		
Cover	132.0 x 188.0		

\* Bleeds must extend at least 3mm beyond trim edge (210x297) on all sides. Use only bleeds in a full-page ad.

### General Specifications

- Colours must be defined as percentages of CMYK (use Fogra39 Coates ICC profile).
- The use of indexed, Spot or PANTONE colours is not allowed.
- All images must be high resolution (300-340 dpi) for colour or greyscale, bitmap images must be at least 1200 dpi.
- Do not reduce images less than 30% or enlarge more than 130%. Enlarging imported images decreases the final resolution and may affect the quality of the image.
- Do not stylise fonts. For each style used a printer font must be included, or convert all fonts to outlines
- Do not use LZW compression when saving an image as TIF(F).
- Do not use OPI.

### File Format is Certified PDF

Advertising material should be submitted in Certified PDF format. This is standard for Geomares Publishing in terms of digital advertising material and secures the quality needed to exchange files in a reliable and controllable way between advertiser and Geomares Publishing.

Find all specifications for submission of Certified PDFs online at [www.certifiedpdf.net](http://www.certifiedpdf.net) and download the profiles as below (Generic Enfocus Preflight Profiles).

- 1 CMYK v3.0.ppp (CMYK productions)
- 2 B&W v3.0.ppp (Black and White productions)

### How to Submit Material

Files up to 5MB can be send by email. To send a mail message with files with a total of over 5MB, please use our easy file transfer service <http://geomares.wetransfer.com/>.